

SaaS Billing Best Practices

This is an extra resource to go along with the original article:

[Avoid These Common SaaS Billing Mistakes](#)

- Focus on and highlight your product's benefits in your pricing page.
- Use urgency in your call to action text to encourage an immediate response.
- Limit price plans to make the decision easier to understand.
- Immediately notify your customers when payment fails in-app, via text, and over email.
- Attempt to collect payment on the same day/time so that your customer is expecting it.
- Send more than one dunning email to give your customers multiple chances to update their billing information.
- Don't send the same message twice. Vary your messages and the call to action to encourage buy-in.
- Use a dunning system that attempts to update credit cards before they expire.
- Send out pre-dunning emails before payment failure occurs with a direct link for your customers to update their billing details.
- Send an email before you attempt to collect payment.
- In your email, explain what you're charging and what payment type you're using.
- Ask your customer to upgrade to the next tier of your service.
- Provide testimonials that help your customer see the value in upgrading.
- Offer discounts to your current customers to encourage loyalty.
- Don't just offer one type of incentive. Consider creating an array of offers, including flat discounts, free months, free trials, extended trials, and more.
- After a customer cancels, ask if you can continue sending promotional emails.